Illinois U Library

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

Newsletter

NAEB

AUGUST 1956

Digitized by the Internet Archive
in 2023

https://archive.org/details/naeb-journal_1956-08

NEW KELLOGG GRANT

All NAEB members will be pleased to learn that the W.K. Kellogg Foundation has given the Association a grant of $141,000 to maintain Headquarters operations for the period July 1, 1956 to June 30, 1959. This grant, payable at the rate of $47,000 per year, is in essence an extension of the earlier five-year grant for the same purpose.

"We are extremely pleased that the Association's record of accomplishment during the years of the first grant has merited a renewal," stated Dr. Harry J. Skornia, NAEB Executive Director. "The new grant will permit us to carry on the numerous present services to educational broadcasters and possibly institute new services."

TABLE OF CONTENTS

New Kellogg Grant 1

Headquarters News. 2

The CNO - Council of National Organizations 10

Research 12

General News 13

Box Score. 14

Teaching by Radio & Television 15

FCC Actions 19

News of Members 21

TV Technical Tips 28

SEMINAR AND WORKSHOP PLANNED

The NAEB will hold a Staging and Lighting Workshop at the University of Michigan, August 19-22, and a Program Planning Seminar at the University of Wisconsin, August 26 - September 1. Both these sessions are made possible by a grant from the Ford Foundation (Newsletter, July, 1956).

Coordinator for the Staging and Lighting Workshop is Hazen Schumacher, Assistant Director of Television for the University of Michigan, assisted by Vern Weber, Staging and Lighting Supervisor, and Fred Remley, Chief Engineer. Consultants for the Workshop are William Suchmann, Feature Editor for "Omnibus", and Theodore Lawrence, TV Consultant, who established the CBS lighting department and recruited and trained CBS lighting directors. The twenty Workshop participants (see list at end of Newsletter) were chosen by a sub-committee of the NAEB Professional Advancement Committee, consisting of John Winnie, chairman, Carl Menzer, Gale Adkins and Cecil Bidlack.

Detailed arrangements for the Program Planning Seminar are being handled by Bill Harley, Program Director, WHA-TV. The chief consultant for the Seminar will be John McGiffert, Director of "Camera 3," who will be assisted by Vince Park, Production Director, KETC, and Jonathan Rice, Program Manager, KQED. In addition, subject area specialists will be brought in for one day each. These are Dr. Clyde Kluckhohn, Harvard (behavioral sciences); Dr. Huston Smith, Washington University (humanities); and Dr. Peter Yankwich, University of Illinois (physical sciences). Twenty-eight persons have been selected to attend this Seminar by a sub-committee of the Professional Advancement Committee consisting of Paul Rickard, chairman, Leo Martin, Marguerite Fleming and Sydney Head. (A list of participants may be found at the end of the Newsletter.)

* * * * * * * *

Don't forget the 1956 convention in Atlanta, Georgia.

NAEB JOINS EBU

The NAEB has been admitted to the European Broadcasting Union as an associate member. The Administrative Council of the EBU decided on the admission at their June meeting and Dr. Skornia was notified of their decision August 2.

* * * * * * * *

Morris S. Novik, NAEB member and consultant and president of WOV, New York, which specializes in Italian language programming, was among the survivors of the Andrea Doria disaster. Station WOV maintained continuous broadcasting of news developments in Italian to reassure relatives and friends of Andrea Doria passengers. One of its highlights was a ship-to-shore interview with Novik, who reported passengers had no idea what happened at the time of the collision. He said most were asleep when it happened and learned the Stockholm had hit their ship after they were on board the Ile de France and Queen Anne rescue ships. He said there was no panic. WOV also furnished material to WHDH, Boston; WELM, Elmira, N.Y.; and the BBC.

* * * * * * * *

Twenty-one television and radio stations are showing their operations to 19 foreign experts from 13 countries as participants in an international seminar under the aegis of Boston University and the State Department. Some of the foreign representatives visited educational stations. WTTW and WBEZ of Chicago have begun training 2 Korean experts. Station WGBH, TV & FM outlet of the Lowell Institute Cooperative Broadcasting Council in Cambridge is sponsor for Claudio Petraglia of Brazil and Andres Bjornsson of Iceland. In Boston, Sari Adel Aweidah of Jordan, now at station WBUR-FM, will soon go to WEEI, an AM outlet. After their internship the grantees will tour the U.S. for a month.

(Instructional Materials, June, 1956)

(IF OTHER STATIONS ARE ENTERTAINING FOREIGN VISITORS, THE NAEB WOULD BE PLEASED TO HEAR IT.)

HEADQUARTERS NEWS

NAEB President Frank Schooley announced the newly constituted Program Planning Subcommittee of the Radio Network Committee would consist of:

Richard Vogl, WOI of Iowa State, Chairman
Lee S. Dreyfus, WDET of Wayne University
and three members of the present
Acceptance Subcommittee:
John A. Regnell, WILL of University of Illinois
Hugh Mix, WNAD of University of Oklahoma
Edward J. Slack, University of South Dakota

The NAEB Grants-In-Aid Committee now consists of:

Edward Rosenheim Jr., Office of Radio Manager,
University of Chicago
Larry Frymire, WKAR, Michigan State University
R. Edwin Browne, KFKU, University of Kansas
James B. Miles, WBAA, Purdue University

* * * * * * * *

Joint Council on Educational TV has called a meeting of all educational grantees and applicants in Washington, September 6, to discuss new allocations situation and status of UHF.

* * * * * * * *

A new book on closed circuit TV by Edward M. Noll has just been published. Titled "Closed Circuit and Industrial Television" Noll's book describes operations and services already being performed by closed-circuit systems and provides practical examples of these systems.

(Inside Channels, July, 1956)

MEMO

from the

EXECUTIVE DIRECTOR

I had the pleasure of speaking at two sessions of the ACPRA Convention held at the Greenbrier Hotel at White Sulphur Springs, West Virginia, July 8-11. Some 600 of the 14,000 members of ACPRA were there. The setting was delightful and the conference a good one.

A tribute to the energy with which it was promoted was found in one cocktail party given by American Airlines, another by ABC, and scores of other attractions and prizes provided by other companies and industries. It was also a pleasure to observe the election of Lynn Poole, NAEB Committee member from Johns Hopkins, as President of the Association. Howard Curtis of NAEB Region I of Brown University is the new secretary-treasurer-elect. Jim Armsey, of NYU, also a active NAEB committeeman, was reelected as vice-president for publications. President-elect of the association is Jim Jordan of Iowa.

I shall not bother to relate the remarks I made at the convention, since I have been asked to submit them for likely publication in the ACPRA Quarterly, where it should eventually be possible for you to read them.

However, I would like to highlight parts of some of the talks. The keynote address was given by Mr. W. Homer Turner, Executive Director of the U.S. Steel Foundation, Inc. Mr. Turner called upon public relations people for what he called a historic re-evaluation of our jobs and responsibilities as educators. He expressed regret at the trend toward compulsory uniformity -- the imposition of group rules, which often impede individual development. This is in keeping, of course, with the trend toward centralization in government and other associations. He regretted the tendency to forget the individual human being and think only in terms of groups. As a result we begin to believe we can do things only by legislation.

This trend toward uniformity finds its way into education -- as opposed to the view of the true educationist, who knows that the individual must not be lost in the standardizing process and that all students are not alike. Society and education will be the poorer if we don't develop each individual to his full potential.

Mr. Turner also pointed to the danger in the tendency to frown on dissent and doubt, both of which should herald social progress.

In the overcrowded curriculum of today, Mr. Turner remarked, we are coming to confuse instruction with true education. Yet instruction may often discourage the curiousity education awakens.

Wisdom comes neither from instruction nor text books. It comes from a sense of proportion and a humble realization of ignorance. Adequate education is the only guarantee of a dynamic and flowering democracy. He called upon us all to do a greater job than ever to insure better education and more complete academic freedom for our professors.

Another speaker, in whose remarks I found several things deserving of comment was Robert Richards, formerly on the staff of and now consultant to the NARTB.

Mr. Richards pointed out that more radio stations went on the air last year than TV stations. He said you can put a whole radio station on the air for the cost of one TV camera, and that TV takes eight times the staff radio needs to run. He therefore called upon members not to forget radio as a useful tool of education and public relations. He mentioned the conflict the commercial broadcaster faces in the dilemma of whether to serve the general public or to recognize minority educational and specialized publics.

He pointed to the rising standards in commercial as well as educational broadcasting -- about 80% of all commercial station managers now being graduates of American colleges and universities. In closing he expressed the hope that one of us might report to the next NARTB convention on what has been done in education with its reserved TV & FM channels. He believes this story is one to stimulate, reassure, and convince commercial broadcasters of education's right to such frequencies and its great progress in the last few years.

I should like to mention also a few things said by Arthur Adams, President of the American Council on Education (of which the NAEB is a constituent member).

Dr. Adams began by defining public relations as "corporate good manners." He expressed the same concern as Mr. Turner about the danger of the child becoming only an integer, and held the same belief that America's strength depends upon the efficiency and quality of its education. He defined public relations responsibilities as he saw them -- from the "fire department" function of "covering" for escapades of student youths, to dreaming up and managing "events", celebrations and "days." He called upon public relations men to cultivate for all publics the meaning and importance of the education his institution provides. He asked us all to address ourselves to the unity - not the uniformity - of the educational process.

All this does not imply that these were the only talks which justified reporting. There were many others, including the fine and encouraging remarks by Dr. Joseph Milton McDaniel, Secretary of the Ford Foundation (with whom it was also a pleasure to chat a little); W. Howard Chase, President of the Public Relations Association of America; and many others. However, these I've presented selected "capsules" of are the ones most directly related. These talks seemed to meet the desire expressed by members for me to share relevant developments in other organizations and meetings which will make us better educators and broadcasters.

Finally, I found several statements of interest in the remarks made by Thomas A. Gonser of the Gonser and Gerber Corporation, in the session devoted to "Securing Corporate Support for Better Teaching." Mr. Gonser asked us to wake up to the realization that the teacher is the "fundamental package" the educational institution has to sell. The public needs an opportunity to see the real work of the school, the teaching -- something outside the stadium, field house, theater or PTA meeting. In new media (and education's own stations for TV and radio) we have a chance to "set up bleachers" to enable citizens to witness the school and its staff at work.

He also opposes going out to get funds for teachers' salaries on the excuse they are underpaid. The charity appeal is a poor one. Teachers shouldn't be put on the block, but on a pedestal. The teacher needs money, but he also needs tools, research time, respect and recognition. We must work toward these as well, if good morale is to prevail. We shouldn't count on Foundations to do this. They have already taken the initiative, to show the way, but they have done this only because the schools themselves, and the community, haven't done so adequately. Mr. Gonser reminded us that the teacher belongs not only to the school; he belongs to all society -- and is one of democracy's greatest resources. As such he must not be kept "under a bushel."

As this is written, President Schooley is in Boston for the JCET Board meeting, and the Harvard ETV Conference, in connection with which the JCET meeting is being held.

Harold Hill and I have returned from two meetings. One (with Garrison, Schumacher, coordinator, and others of the University of Michigan, Cecil Bidlack, consultant, and Ken Christiansen, representing the Center) to finalize plans for the Staging & Lighting Workshop to be held at Michigan August 19-22; the other (with Harley, Jack McGiffert, chief consultant, and Ken Yourd and Glenn Starlin representing the Center) to do the same for the Program Planning Seminar to be held at Wisconsin August 26-September 1. Harold Hill is riding herd on these two projects for Headquarters, coordinating with appropriate sub-committees of the Professional Advancement Committee.

As this is written, both Workshop plans look excellent. A virtually full house is expected for the first -- in fact several good candidates have had to be turned down because of lack of space and the need to keep to a workable group. (Work clothes are "de rigueur".) The second is just "under the ceiling" as this is written, with a couple of late applications on the way - according to telegrams and phone calls just received.

Both of these Workshops are made possible by Ford Foundation grants, as earlier announced, and represent our efforts to make advanced training available to as many staff members as possible.

Have You Noticed?

The generous space and excellent listing given the NAEB, officers, staff and members in the 1956 Radio Annual & Television Year Book, pages 244-247? Our thanks, belatedly, to Jack Alicoate, Radio Daily Editor-in-Chief, and his fine staff. This is consistent with the fine day by day objective reporting job they turn out each year.

* * * * * * * * * * *

"TV light entertainment has advanced hardly at all in ten years, while there has been achievement on the documentary side." This quote was lifted from the "Critic on the Hearth" section of England's The Listener. While admitting films were indispensable to television, the critic - Reginald Pound - says the BBC should try to stand up on its own and "quit flinging so much American canned stuff in our faces."

(The Listener, June, 1956)

* * * * * * * * * * *

Shoplifters may soon become bitter TV critics. L. Bamberger & Co. of New York City has a closed circuit TV hook-up that is used to seek out the light-fingered. Four concealed cameras cover the main floor and flash pictures to the store's security officers. The first hour the system was in use, two boys were detected walking off with a belt from the men's department, stopped before they left the store and the merchandise returned. All that's needed now is an electric eye system that'll cue a robot to tap the sneaky one on the shoulder and croak out, "Hand it over, Bub."

The present chairman of the Council is Margaret S. Wingert, who represents the Association of the Junior Leagues of America. The Executive Secretary, Mrs. Lois McCarthy, and the paid professional staff are appointed by the AEA with the approval of the Council Executive Committee.

An idea of the work being done presently by the Council may be obtained from the following "Goals" which were adopted at the last Council meeting as the 1956 Plan of Work:

Goal 1 - To bring active support of the Council organizations to the adult education movement through each organization's own activities and through the Adult Education Association.

Goal 2 - To identify needs and problems of participants, and to discover opportunities for collaboration both within the Council and with the Adult Education Association.

Goal 3 - To provide a clearing house for exchange of information and materials, and to facilitate cooperation in projects of mutual interest.

The CNO budget for 1956 is $30,000, partly derived from the AEA and partly from Service Fees paid by the Participating Organizations and from "fees" paid by business-industrial affiliates. The Service Fee, to date, has been a voluntary contribution, the size of which is determined by the Participating Organization. This is now to be changed to a membership fee basis. Business-industrial groups are also invited to become affiliates and to contribute to the Council's activities.

* * * * * * * *

Is your address to which the Newsletter is sent correct? If not, write us at the NAEB office, 14 Gregory Hall, University of Illinois, Urbana, Illinois.

RESEARCH

The University of Kansas received a $100,000 grant from the W.K. Kellogg Foundation to develop an experimental television teaching program. Technical personnel and equipment needed to help develop color television in teaching and research will be made available by this grant.

* * * * * * * *

Television exceeds both radio and the press as the chief source of information during a political campaign. This is one of the major findings of a nationwide survey during the 1952 presidential campaign conducted by the University of Michigan Survey Research Center. One third of the 1,500 persons interviewed got their political information through television. Radio accounted for 31% and the press for 25% of the political facts gained. Interesting sidelight: the researchers say TV appeals more to Democrats than Republicans.

* * * * * * * *

Several NAEB'ers May Remember

Ben Park, former WHA student and regular staff member and now director of NBC public affairs department in New York, has been named executive producer of the highly touted new TV series called Telescope. Park says the programs will each cost $100,000 or more! The series is due to go on the air between 4 and 5 p.m. New York time, starting September 23.

GENERAL NEWS

Educational television has exerted a beneficial influence on sponsored telecasting, according to Nazaret Cherkezian, producer and assistant to the director of the New York University's Office of Radio-TV. Writing in the current (June-July) issue of "Challenge" magazine, a publication of NYU's Institute of Economic Affairs, he says the impact of ETV can be measured in part by the increase in the number of cultural programs presented on commercial networks.

* * * * * * * *

George Storer has offered to build and finance a fully-equipped ETV station for the University of New Hampshire at Durham, which has Channel 11 assigned it under FCC allocations, or for the State of New Hampshire at any other site (it has 12 unused channels) - contingent on FCC approval of his proposed purchase of WMUR-TV. (The station's transmitter would be moved 32 miles southeast of Manchester, in Georgetown township, Mass., or about 26 miles north of Boston.) The offer was made personally to Governor Dwinell, who called it "most generous". The plan was also endorsed by ex-Governor Murphy, who is selling WMUR-TV for about $850,000. Storer put the figure for the new station at approximately $250,000. Meanwhile, some opposition to the proposed move of WMUR-TV appeared to be developing.

(Television Digest, Vol 12, No.30)

* * * * * * * *

A Spray of Orchids to -

The Junior Leagues across the U.S. that are lending educational radio and TV a helping hand in many cities. The leagues usually sponsor children's programs and have done fine work in this field. The Memphis League voted $5,000 in the spring of 1954

to launch a fund-raising drive for WKNO-TV (that made its debut last month). When WQED, Pittsburgh, began its first telecasts, the League there offered a series of children's programs, and later underwrote the station's costs of a six-week workshop for local agencies. The roster of stations that have carried League programs and benefitted from their volunteer service is impressive. Educational radio and television certainly owes its appreciation to the Junior Leagues of the U.S.

* * * * * * * *

Establishment of an FM network in Switzerland had been approved by the "Central Committee." Nineteen FM stations are planned for the betterment of present radio reception and 29 other FM stations will be in a second network. Plans and location are in the final stages and construction is expected to be completed by the end of 1958. Six FM stations have been in service during 1955. This service is badly needed since several places have their AM reception hurt by "Iron Curtain" interference.

(Vingt-Cinquieme Rapport Annuel Sur L' Exercice, 1955)

BOX SCORE

Total TV stations - 478 (382-VHF; 96-UHF)
Includes 21 non-commercial (5-UHF)

Total AM stations - 2866 (includes 35 non-commercial)

Total FM stations - 622 (includes 138 non-commercial)

excerpt from
TV Digest

TEACHING BY RADIO & TV

Closed Circuit ETV on the Rise

Students have warmly received the new closed circuit telecasts and programs that are springing up across the country. In one week over 3,000 persons enrolled in 22 telecourses on 19 ETV outlets. Stations, offering subjects ranging from English Composition to Biology and Art, telecast 468 hours of programming a week. This information comes from a survey conducted by the ETV and Radio Center at Ann Arbor, Michigan. Some educational institutions setting up closed circuit ETV in September are the University of Toledo, Ohio, and the 6 elementary and 2 high schools in Hagerstown, Md.

(Radio-TV Daily, July 5, 1956)

* * * * * * *

A high school credit course in freshman English will be offered by the Chicago board of education and station WNBQ this fall. The course, starting Sunday, Sept. 16, will be telecast over WNBQ from 10:30 to 11 a.m. Sundays for about 30 weeks. A Chicago high school faculty member will be selected to teach the course.

(Chicago Tribune, July 13, 1956)

* * * * * * *

The Harvard Graduate School of Education used closed circuit TV in a 3-day experiment to find how television can help prepare new teachers. A roomful of summer students in nearby Newton received

instruction and the picture was transmitted to a Harvard classroom 8 miles away where teacher-trainees watched. A Harvard spokesman said one advantage of the televised classroom is that teacher-trainees don't have to crowd into the individual classrooms.

* * * * * * *

Hagerstown Pioneers

An experiment in what TV could mean to an entire county public school system is being launched in Hagerstown, Md. Closed circuit TV teaching for the entire Washington County school system is being financed by the Fund for the Advancement of Education. Radio and TV manufacturers, who started the idea as a project proving ground through which more flexible TV equipment for schools could be developed, are contributing equipment.

Starting next September more than 6,000 pupils in two high schools and six elementary schools will get an important part of their daily instruction by television. The five-year goal is for a closed circuit television system to connect all 47 schools in the county. each of over 20,000 children would learn some of his subjects through television.

* * * * * * *

Under-Secretary of Health, Education and Welfare, Herold Hunt, said at a conference on educational TV at Harvard University that students taught through educational television may enjoy their courses more and perhaps learn more and faster than through traditional methods. Dr. Hunt said educational television must have competent teachers to be successful, and that it does not eliminate the need for good teachers. Hunt said Pittsburgh and St. Louis already have going experiments between public schools and educational TV.

The nation's ETV stations - like WKAR-TV at Michigan State - are helping to educate U.S. servicemen all over the world. In mid-July WKAR-TV started production on two 20-program series in history for the U.S. Armed Forces Institute. The series of film lectures cover two semesters of high school-level American history. Dr. Charles J. McIntyre, educational TV chief for the Office of Armed Forces Information and Education says the films will be used three ways: televised over armed forces TV stations, shown as conventional film in military bases with enrollment in USAFI courses, and used to supplement group study classes in the armed forces.

* * * * * * * * *

FM Radio for School Communication

School District No. 11 at Colorado Springs is installing a $10,700 FM radio station to be used for interschool communications and instruction. It may also assist in meeting teacher shortage emergencies in the future. Application has been made to the FCC to use FM Channel 213.

Roy J. Wasson, superintendent of schools, said $6,000 is being spent to construct studio facilities and $4,700 worth of FM equipment has been purchased. "We plan to do a great deal of experimenting with broadcasting certain types of instruction to groups of much larger size than normal classes, thus eliminating the need for additional teachers. We also believe it will be a stepping stone to the use of educational television."

As the district grows - there are now 14,500 students - the problem of students out of school for a long period of time will grow. The radio station is planned to assist those students in keeping up with their classes.

* * * * * * * * *

Washington University will initiate a new method of instruction through television lectures and help sections in teaching "College Mathematics," a five-hour freshman course, in the fall semester.

The plan, used for the first time in a basic college course, will present daily 45-minute lectures on KETC, Channel 9, Monday through Friday. Help sections will be scheduled almost continuously from 8 a.m. to 10 p.m. on weekdays, and assistants will offer individual explanations of lecture and text material and aid in working assignments.

* * * * * * * *

A big Los Angeles closed circuit ETV project will begin next February, connecting four junior colleges by cable. Classroom lectures will be piped from City College to the other three. The Los Angeles Board of Education voted $50,000 for equipment and teacher-training to start the experiment. The Board had previously killed a bigger ETV project involving a $750,000 grant to exchange TV classroom education between New York, Chicago and Los Angeles schools. The Board had approved the project 8-1, but the foundation from which the grant was requested wouldn't approve the request without a unanimous vote.

* * * * * * * *

A recent report on programming, based on 19 ETV stations now on the air reveals that more than 3,000 persons were enrolled in 22 telecourses for a typical week period. Other interesting statistics include:

1. 468 program hours telecast weekly, including 349 hours of programming directed at adult and family audiences.

2. Sixty per cent of total telecast time was devoted to live programs, kinescopes took up 21 per cent of the time and film 19 per cent.

3. One-fourth of ETV programming is aimed at children, with 59 per cent of children's programming involving supplementary classroom instruction and 41 per cent for after-school and evening viewers.

(Inside Channels, July, 1956)

Students receiving instruction via TV, as opposed to those in a classroom, received better grades on final exams, according to the results of a control experiment in teaching chemistry conducted by the Cincinnati Public Schools. One chemistry class in each of the city's high schools received the course by television over WCET. This involved 186 students. All classes, both TV and regular, received the same information during the seven weeks. The final exam showed the average score of the TV group exceeded that of the 702 non-TV students by 4.49 points.

AWARDS AND SCHOLARSHIPS

Six educational institutions have been awarded grants by the Ford Foundation which will enable the schools to release faculty for educational television performances. Institutions which have received grants under the special plan are the University of Illinois, the President and Fellows of Harvard College, the Board of Education of the City of Detroit (Wayne University), the University of Chicago, Chatham College and the University of Nebraska. Under the Ford grants for releasing faculty, the colleges and universities are better able to meet the problem of how to make their top teachers available to ETV stations without disrupting the normal academic program.

FCC ACTIONS

A VHF reservation was replaced by a UHF channel for the first time when the FCC shifted the educational TV reservation in College Station, Texas, from VHF to UHF, effective August 27. Channel 3 was removed from educational use and assigned Bryan-College for commercial use. Channel 48 replaced it.

* * * * * * * *

The FCC granted Miami University, Oxford, Ohio, a construction permit for a noncommercial ETV station to operate on Channel 14. This is the 43rd ETV grant the Commission has made.

Also, the Commission granted the University of Virginia a construction permit for a new educational FM station to operate on Channel 217 for low power (10 watts) operation.

* * * * * * * *

Applications were received from Ohio University, Athens, Ohio, for a construction permit for a new standard broadcast station to be operated on 1340 kilocycles with power of 100 watts and unlimited hours of operation.

* * * * * * * *

Three petitions were received asking for the assignment of VHF TV Channel 7 in Evansville, Indiana, to Louisville, Kentucky. Two petitions came from Gov. A. B. Chandler and Senator Humphreys, stating they had been advised Channel 7 could be "dropped in" at Louisville if the transmitter is located at a site around Big Spring, Ky. Channel 21, Station WKLO-TV, also asked the FCC to shift Channel 7 from Evansville to Louisville and stated its intention to apply for it. The proposed Evansville station, WTVW, holds a grant on Channel 7. However, the FCC recently proposed to reserve that channel for education in order to make all Evansville commercial telecasting UHF.

* * * * * * * *

Additional subscriptions to the Newsletter cost $2.50 a year.

NEWS OF MEMBERS

GENERAL

The University of Alabama TV Program Planning Guide was published the first part of July. This slick little magazine, one of the University's Extension News Bulletin publications, is definitely worth glancing over. The features (eg: "Use of Visual Materials," "TV Facilities and Equipment," "What to Wear on TV," etc.) are excellent. The layout is tasteful and uncluttered, and the photographs add a good deal to the presentation. This little publication should get a good work-out in beginning TV courses.

* * * * * * *

Indiana University's Department of Radio-TV mentions in its annual report that they produced 11,068 radio and TV programs last year, 7,450 of which went over WFIU.

* * * * * * *

WTTW got a very nice plug in the Chicago Tribune one Sunday last month. The column was headed: "If You're Tired of TV Re-Runs Watch WTTW." Reporter Larry Wolters handed a nice bouquet to individuals and shows appearing on Channel 11.

* * * * * * *

Pittsburgh's ETV station WQED, has received permission from the FCC to go to high power, thus distinguishing it as the nation's first educational channel to take such a step. Channel 13 has set August 3 as its target date for attaining high power.

* * * * * * *

Rudy Bretz, who directed the NAEB Production Workshops the last three summers and is recently a consultant to the Australian Broadcasting Co., has an article, "The Magic of Television," in the A.B.C. Weekly. In his article Mr. Bretz admits the detrimental effects of TV exist (frozen-eyed families sitting hour after hour) but says a family that is disrupted by TV is likely to be disrupted anyhow. On the positive side he says TV has done a lot to spread culture through America. He outlines some of television's features to Australians who have never seen it.

* * * * * * *

In the annual report of the Baltimore Public Schools Radio-TV Activities, Eleanora B. Kane, their Radio-TV specialist, presented these figures:

Number of TV programs during year	185
Number of people participating	3607
Number of radio programs	277
Number of people participating	78

All their television programs were carried on commercial stations in the area.

* * * * * * *

WKAR of Michigan State can be justly proud of their record of furnishing programs to commercial Michigan stations. Last year they put out 1176 programs. Their shipment of tapes keeps going up and was 160 one week. (They use the Ampyx duplicator which dubs at a speed of 60 ips instead of 7 1/2 ips.) WKAR-FM is back on the air after being off 10 days to boost their power to 13 kw. Their signal is much greater and being received effectively.

* * * * * * *

July 5 the FCC approved the assignment of a construction permit for KUON-TV, the University of Nebraska's ETV station. Prior to this action, the station had been programming Channel 12 for a trustee representing the Board of Regents of the University. The assignment allows KUON-TV to operate the station from the University.

PROGRAMS

A political film series originating over WQED, "Prelude to the Presidency," has been a success largely due to the efforts of three Pittsburgh educators. Dr. William J. Keefe, Chatham College, Dr. Edward F. Cooke and Dr. Albert B. Martin, both of the University of Pittsburgh, are now reaping the reward of national attention for their timely series.

* * * * * * *

Along in the end of July, Iowa State's WOI-TV originated a panel discussion program on the Soil Bank called "Crisis on the Land." The panel featured Agriculture Economist Wallace Ogg, ASC authority Dewey Cornell and Carl Hamilton, editor of the Iowa Falls Press Citizen.

* * * * * * *

Dramatic vignettes treating alcoholism were presented July 6 by station KQED as part of their MATTER OF FACT series. This hour-long program, "Dilemma in a Bottle," featured an acted sketch of an alcoholic and personal appearances of medical experts who voiced their professional opinions of the problem.

* * * * * * *

WGBH-TV will broadcast the Democratic and Republican National Conventions by special arrangement with the ABC and Philco Corporation. In an agreement marking a milestone in American broadcasting history, ABC and Philco (network sponsor for the telecasts) are making the convention broadcasts available to the Boston educational station as a public service. In keeping with the charter of WGBH-TV and the FCC rules, the programs will be broadcast in Boston with acknowledgements to the network and sponsor rather than commercials.

* * * * * * *

An hour-long adaptation of Mozart's comic opera, "The Marriage of Figaro," was sung in English by the company of the Golden Hind on KQED, Channel 9, Friday, July 13. This marks the first "live" opera production on San Francisco local television. The witty production featured the original cast of the company. This experimental venture of a full-scale opera on Channel 9 marks the first attempt at collaboration between a resident theatre company and a television station.

* * * * * * *

Lowell Institute Cooperative Broadcasting Council will produce a filmed series of 23 television programs for national distribution to ETV stations. The films will try to correct some misconceptions about

science and give an introduction to the scope and method of physics, chemistry, astronomy and geology.

(Radio-TV Daily, July 19, 1956)

* * * * * * *

PERSONNEL

KUON-TV's production director, Norris Heineman, died July 13 at Lincoln, Nebraska, in a hospital after a month's illness. Heineman, who was 25, joined KUON-TV in the fall of 1954, just prior to the opening of the station. He was responsible for a large part of the planning and directing of the first programs. His wife and one-month old son survive him. Our deepest sympathy to them both.

* * * * * * *

Seymour N. Siegel, Radio-TV director for New York City, has returned from his annual tour of duty with the U.S. Naval Reserves. Siegel, whose rank is captain, visited England and Germany.

* * * * * * *

Henry H. Mamet has resigned his position of station manager of KRMA-TV, Denver's educational station. Future plans are indefinite. Mamet said he hoped to remain in educational broadcasting, but was considering a return to commercial work.

* * * * * * *

Charles Sigsbee, program director of the University of Missouri's television station, was killed and his wife and four children were injured in an auto crash near Glasgow, Va., the last of June. Our sincere sympathy to the family.

* * * * * * *

Edward J. Magee was appointed general chairman of the 1956 WQED fund campaign to be launched September 4. WQED's goal for 1956 is $200,000.

* * * * * * *

Duff Browne, who was director of television for the University of North Carolina, WUNC-TV, has been named general manager for the Greater New Orleans ETV Foundation station, Channel 8. Mr. Browne's duties started August 1 at the new community station, which should be on the air late this year.

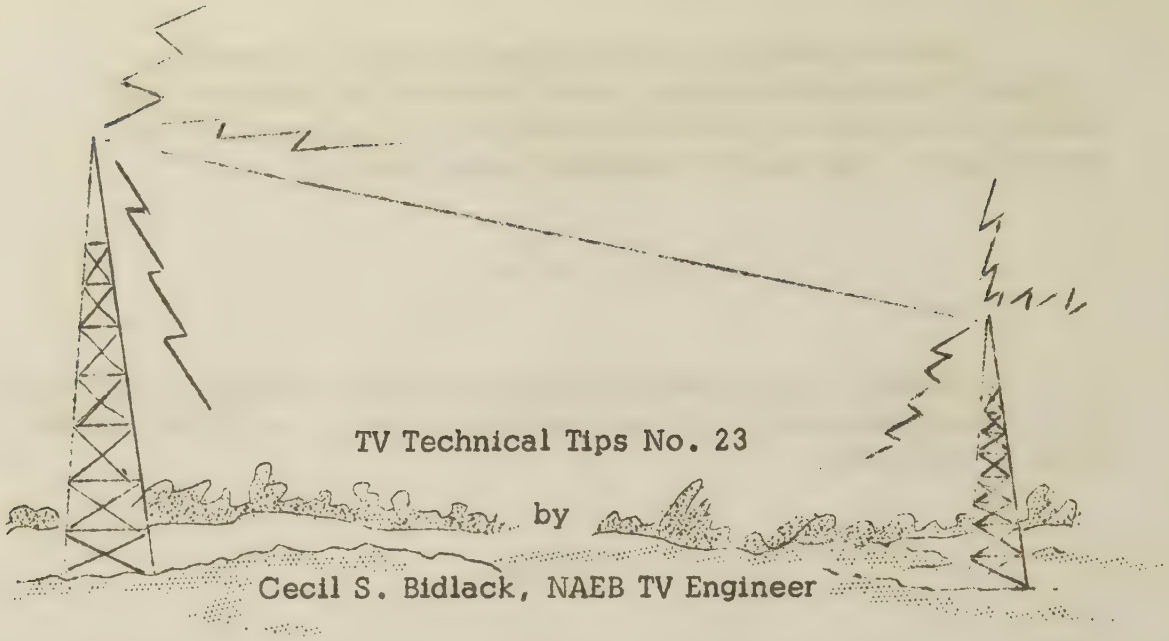
* * * * * * *

Donald E. Schein, associate producer of the Mohawk-Hudson Council on ETV was boosted to executive producer, succeeding Angela McDermott, who resigned.

* * * * * * *

An Irate Individual

"FCC action is a slow motion ceremonial dance," said Robert Saudek, producer of "Omnibus" on CBS-TV. In a speech at Harvard University, Saudek charged the FCC was "abjectly timid" in blocking Boston, Pittsburgh, Rochester and St. Louis from having more TV stations. He claimed the area around Boston could definitely use more television outlets.



TV Technical Tips No. 23

by

Cecil S. Bidlack, NAEB TV Engineer

The NAEB Engineering Committee has discussed the possibility of establishing a pool of test equipment which might be available for use of NAEB members. It is often desirable and sometimes necessary for stations to use test equipment not normally owned by every radio and television station. For instance, a field strength meter is not equipment needed for routine maintenance of transmitting equipment. Certainly every station sometime has wished it could make a few field strength measurements or run at least four radials to get a rough idea of its field pattern.

The Committee is not proposing the NAEB purchase such equipment; some stations have test equipment they would be willing to loan to others nearby. So the Committee has proposed that a questionnaire be sent to all NAEB radio and TV stations. These stations would list the test equipment available. The data returned would be compiled into an inventory of test equipment. By referring to such an inventory, the location of the test equipment you need could be determined and a telephone call could make the necessary arrangements for its loan.

Perhaps you would be hesitant to loan a $2,500 field strength meter; yet it has been done, the measurements made and the meter returned in first class shape. The Committee feels the plan will work, especially if the chief engineers concerned know each other.

This raises the question, "How do I get to know the other NAEB engineers?" To date, there have been two NAEB-sponsored television engineering workshops and the recently concluded radio engineering seminar at Allerton Park. This makes a total of 80 NAEB engineers who have had an opportunity to get acquainted with those who attended a workshop or seminar. Another way would be for engineers to take a more active part in NAEB activities by attending NAEB regional meetings and the annual NAEB Convention held in October of each year.

The Engineering Committee has spent considerable time discussing professional advancement and recognition of technical personnel. They have done something about technical advancement through the workshops and seminars. Recognition is something else, and the writer believes this is something which has to begin with the person concerned. We believe progress is made along this line. We see educational station engineers at annual meetings of the Institute of Radio Engineers, Society of Motion Picture and Television Engineers and the Audio Engineering Society. Many attended the equipment exhibit at the recent NARTB Convention in Chicago. To us this is an indication that our engineers are advancing professionally. Their station directors and managers know attendance at such meetings is stimulating and worthwhile. We know of one instance where an institution pays its chief engineer's professional society annual dues. The point is obvious. They must believe it is worth the expenditure.

Well, it looks as if we took the long way around to say you're going to receive a questionnaire asking what test equipment who have and what you'd like to use on a loan basis. We ask your cooperation in completing the form we send and promptly returning it.

* * * * * * * *

A new 16-mm test film that measures registration, aperture size, resolution, shutter timing, centering of the image, steadiness of its own test image with respect to the perforation, and also provides a "thousandths scale" for measuring film movement in double-exposure testing of printer steadiness has been announced by the Society of Motion Picture and Television Engineers. Providing in

a single test film of high accuracy several quantitative visual tests that have always been difficult to perform, this reel will be used in quality control by manufacturers of 16-mm printers, and for precise alignment of 16-mm black-and-white color television film chains.

Development work on the film was done over a period of two and a half years by George W. Colburn of Geo. W. Colburn Laboratories, Chicago. This test film, which comes in lengths of 100 ft. and is priced at $27.50, may be ordered from the Society of Motion Picture and Television Engineers, 55 West 42nd Street, New York 36, New York.

* * * * * * *

RCA's 23rd TV training seminar for engineers, featuring lectures on both monochrome and color TV has been scheduled for September 17-21 in Camden, New Jersey. Arrangements for attendance may be made through the RCA sales representative who calls upon your station.

* * * * * * *

John R. Brugger has resigned as Chief Engineer of WILL-AM-FM-TV to accept a position as coordinator and technical director of the recently announced closed-circuit public school television system being established by the Washington County Board of Education at Hagerstown, Md. This project, to run for five years, is being sponsored by RETMA, its member and non-member equipment manufacturers, the Fund for Advancement of Education and other educational groups and associations.

John will be missed at WILL and in the Champaign-Urbana community where he has been an active and willing worker in community organizations. We will miss his help at NAEB Headquarters and as a member of the NAEB Engineering Committee. We wish him the best in his new position.

* * * * * * *

RCA has announced that new image orthicons using 750 line "Micro-Mesh" screens, replacing current tubes with 500 lines, are now in quantity production. Improved quality is possible with the new tubes, since the 750 line mesh is said to eliminate all traces of bothersome moire patterns. The grid is so fine the mesh openings comprise more than 60% of screen area. Two types are available -- 5820 for monochrome and 6474 for color cameras.

* * * * * * *

DuMont has been putting on a "Price-Buster" sales campaign with some excellent buys on television equipment. We hope some of our stations have been able to take advantage of these price reductions of equipment listed in the circular postmarked June 26. Ken Petersen has been following up this opening blast with some very clever post cards to those on his mailing list.

* * * * * * *

Speaking of mailing lists, many manufacturers of equipment and components publish helpful technical pamphlets and will be glad to have your name on their mailing list. We can't hope to list them all, but here are a few:

General Radio EXPERIMENTER, monthly
SOUND TALK - Minnesota Mining and Manufacturing Co., periodical
BROADCAST NEWS - RCA Manufacturing Co., bi-monthly
AUDIO RECORD - Audio Devices, Inc., periodical
H-P JOURNAL - Hewlett Packard Co., monthly
THE NOTEBOOK - Boonton Radio Corp., quarterly
MAGNETIC MUSE - American Electronics, Inc., periodical
THE CAPACITOR - Cornell Dubilier Electric Corp., monthly
HIGHLIGHTS - General Precision Laboratory, bi-monthly
DU MONT DISPATCH - Allen B. Du Mont Laboratories, monthly

* * * * * * * *

HELP

Joe Stuckey, Chief Engineer of the Broadcasting Services at the University of Alabama, sends a request for information on the Kinevox 16-16mm synchronous magnetic film recorder. Unfortunately we had no information to supply. Perhaps some of our readers know of this equipment and can supply Joe with information about it. Write to him at Box 2002, University, Alabama, with a copy to us.

* * * * * * *

We have just received a letter from Larry Brogger, Chief Engineer of KUOM from which we'll quote:

"I am writing you with the hope that you might be able to help me locate an engineer for our organization here at KUOM. I have tried for several months locally but to no avail. The position open is for a Junior Engineer whose duties are AM and TV Maintenance with some operating. This employee works with other Junior Engineers and directly under the Chief Engineer and his assistant.

If you know of anyone who would meet the qualifications of a maintenance engineer and is dissatisfied with his present position, I would be most happy to hear from him. Further information would be furnished in direct correspondence with the applicant."

* * * * * * *

Radio Station WKAR has an opening for an Assistant Chief Engineer and has sent an inquiry to the NAEB Placement Service. Unfortunately the Placement Service has no names on file of technical personnel who would fit such a position. If you are seeking to better your present position, please get your name on file with the NAEB Placement Service.

* * * * * * * *

NAEB STAGING AND LIGHTING WORKSHOP

University of Michigan, August 19-22, 1956

List Of Participants

1. Robert Peary, TV Production Supervisor, University of Alabama
2. John Morris, Acting Program Director, WCET, Cincinnati
3. Carlyle Freeborn, Production Manager, WQED, Pittsburg
4. Gordon Tuell, Production Manager, KCTS, Seattle
5. Herbert Seltz, Production Manager, Indiana University
6. Alton Ward, Production Coordinator, Woman's College studios, WUNC-TV
7. Howard Holst, Production Manager, WKNO-TV, Memphis
8. Walter Scott, Staging and Lighting Director, WHA-TV, University of Wisconsin
9. Lawrence Gallagher, Staging Director, KETC, St. Louis
10. John Dunlop, TV Production Manager, Alabama Polytechnic Institute
11. Vernon Lapps, Staging and Lighting Supervisor, Wayne State University
12. Richard Lawson, Production Coordinator, WILL-TV, University of Illinois
13. Walter Dewey, in charge of TV lighting, State University of Iowa
14. David Ayres, Production Supervisor, WOSU-TV, Ohio State University
15. Matthew Woods, Studio technical staff, WKAR-TV, Michigan State University
16. Ronald Hull, Producer-Director, KUON-TV, University of Nebraska
17. Sheldon Goldstein, Director of TV Workshop, University of Minnesota
18. Charles P. Johnston, Production Manager, University of North Carolina studios, WUNC-TV
19. John A. Coe, Director of Staging Facilities, WGBH-TV, Boston
20. George Collins, Art Director, KUHT, University of Houston

NAEB PROGRAM PLANNING SEMINAR

1. Walt Whitaker, Program Director, University of Alabama Broadcasting Services.
2. Ted Milligan, Staff Producer, WCET, Cincinnati.
3. Miss Mary Jacks, Staff Producer, WCET, Cincinnati.
4. John Paul Sheehan, Radio-TV Producer, Indiana University.
5. O. P. Kidder, TV Director, University of Miami.
6. Albert Gresham, Senior Producer-Director, WKNO-TV, Memphis.
7. David Lewis, Programming Supervisor, KETC, St. Louis.
8. Edward Wegener, Director ETV, Alabama Polytechnic Institute.
9. Roy Barthold, Program Coordinator, KUHT, University of Houston.
10. Franklin Bouwsma, TV Program Director, Wayne State University.
11. William R. Reardon, Asst. Professor of Speech and Drama, State University of Iowa.
12. Jack Crannell, Writer-Producer, WILL-TV, University of Illinois.
13. William H. Ewing, Program Supervisor, WOSU, Ohio State University.
14. John L. Oliver, TV Representative, Detroit Public Library, WTVS, Detroit.
15. Franklin Page, Detroit Institute of Arts, WTVS, Detroit.
16. Lee Frischknecht, Member of directing staff, WKAR-TV, Michigan State University.
17. Robert Schlater, Senior Producer-Director, KUON-TV, University of Nebraska.
18. Robert Boyle, Program Director, KUOM, University of Minnesota.
19. William Dale, Radio Production Director, KUOM, University of Minnesota.
20. Joseph Young, Studio Manager, University of North Carolina studios, WUNC-TV.
21. John Young, Asst. Director of TV, University of North Carolina studios, WUNC-TV.
22. Jerrold Sandler, Producer-Writer, University of Michigan.
23. Michael Berla, Assistant Producer, University of Michigan.
24. Glenn Price, Production Manager, KFKU, University of Kansas.
25. Irving Falk, Assistant Professor, New York University.
26. Haig Manoogian, Assistant Professor, New York University.
27. Miss Rush Sanders, Program Production Chief, WTHS-TV, Dade County (Florida) Board of Public Instruction.
28. Miss Gertrude McCance, Supervisor of School Broadcasts, Canadian Broadcasting Corporation.

The N-A-E-B NEWS-LETTER, published monthly, is distributed from the national headquarters office at Urbana, Illinois. N-A-E-B members and associate members receive the NEWS-LETTER as part of membership service. Non-members may obtain the publication at a subscription rate of $5.00 per year. All inquiries regarding subscriptions and editorial matters should be addressed to: NAEB, 14 Gregory Hall, Urbana, Illinois.